Time-slot for Private Producer on Satellite Channels

188. SHRI KRISHAN LAL SHARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the details of the Doordarshan plan inviting applications from private producers for time-slots on the proposed satellite channels;

(b) whether it is a fact that some big and influential producers are trying to grab the prime time on these channels; and

(c) what is the modus operandi in allotment of time-slots for these proposed channels?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) and (c) As shown in the statement enclose (*See* below)

(b) No, Sir.

Statement

Salient feature of the Scheme for allotment of time slots on the satellite channels—

ELIGIBILITY:

Indian Citizens Companies

MODE OF SELECTION:

First-come first-served basis subject to a graded preference linked to the number of days/weeks for which time slots are applied for.

NUMBER OF SLOTS PER ALLOTTEE:

Each applicant eligible for 2 half an hour slots per channel per week in prime time.

ADVERTISEMENT TIME:

5½ minutes of advertisement time per half an hour slot out of which 30 seconds will have to be utilised for mandatory social advertising and 30 second for cross channel promotion (by Doordarshan).

LICENCE FEE:

A. Entertainment Channel:

I. Single Metro basis:
Rs. 30,000 per half an hour for singl Metro transmission only.

II. Satellite uplink and all Metros.

(a) Prime Time—
Rs. 2.26 lakhs per half an our

(b) Non-Prime Time—
Rs. 1.30 lakhs per half an hour

Sports Channel:

Rs. 3,000/- per half an hour.

Business news and Current Affair Channel:

Rs. 10,000/- per half an hour.

D. Enrichment Channel:

Rs. 3,000/- per half an hour.

E. Music Channel:

Rs. 10,000/- per half an hour.

PAYMENT OF LICENCE FEE:

Payment of licence fee to be made days prior to first date of telecast i succeeding week.

Bank Guarantee:

Equivalent to 10 per cent of tota licence fee payable but subject to a mini mum sum of Rs. 50,000.00 in case o Entertainment Channel and Rs. 10,000.0 in case of other channels and a maximum of Rs. 10 lakhs.

Processing Fee:

Rs. 1000/- per application per channe

Regional News Unit in Rayalseema, Andhra Pradesh

189. DR. NARREDDY THULAS REDDY: Will the Minister of INFOR MATION AND BROADCASTING b pleased to state:

(a) whether there is any Regiona News Unit in Rayalseema region o Andhra Pradesh;

(b) if so, the details thereof;

(c) if not, whether there is any proposal under Government's consideration to set up any regional news unit at Cuddapah in Rayalseema region of Andhra Pradesh;

(d) if so, what are the details thereof; and

(e) if not, what are the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (e) There is no proposal to set up a Regional News Unit of All India Radio in Rayalseema region of Andhra Pradesh. All India Radio has part-time Correspondents at Chittoor, Cuddapah and Kurnool and news relating to Rayalseema is adequately covered in the news bulletins put out by the Regional News Units at Hyderabad and Vijayawada.

Advertising by Foreign Companies on Satellite Television Network

190. SHRI KRISHNA KUMAR BIRLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a number of companies are spending huge amount on advertisement of their products through foreign satellite television network;

(b) whether it is also a fact that Government are contemplating to curb advertising on foreign TV network; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes, Sir.

(b) and (c) The RBI has been advised not to release foreign exchange for advertisements over foreign satellite channels by non-exporters or those with negligible earnings.

AIR Stations in Andhra Pradesh

191. DR. NARREDDY THULASI REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the number of AIR stations in Andhra Pradesh that are having Vividh Bharati service with their names;

(b) whether there is any proposal to introduce Vividh Bharati service from AIR station, Cuddapah in Andhra Pradesh;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Hyderabad and Vijayawada stations of All India Radio have Vividh Bharati service.

(b) No, Sir.

(c) and (d) Prioritisation of locales for new Vividh Bharati Centres is done on the basis of market potential and under the overall prioritisation for different schemes within given budgetary resources.

Amount outstanding against various agencies on account of advertisement

192. SHRI S. AUSTIN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the amount outstanding against various agencies for broadcast and telecast of their advertisements as on 30th June, 1993;

(b) what are the reasons for not recovering the same so far; and

(c) what steps have been taken/proposed to be taken to recover outstanding dues?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) The amount outstanding